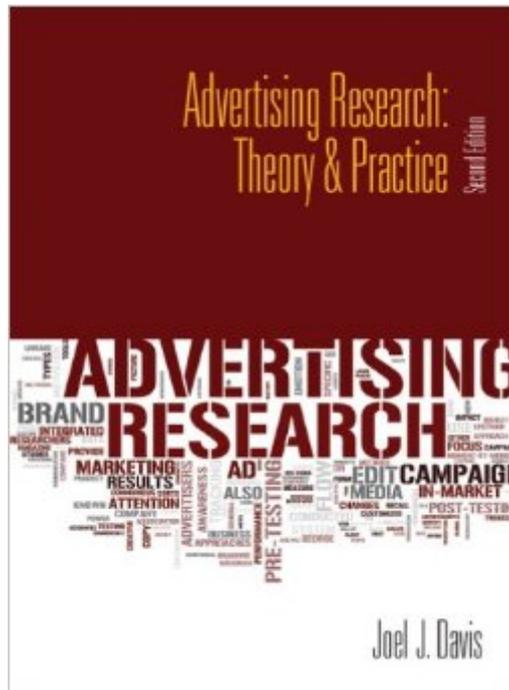


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Advertising Research: Theory & Practice (2nd Edition)



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